

Walmart.com Case Study

WMX Targeting Delivers 3.5% Sales Lift for Snack Food Supplier

Objective

To reignite consumers' passion for the brand with highly engaging content and a sweepstakes, while driving conversions both in-store and online.

Strategy

Shoppers were segmented so that media tactics could be finely targeted. We tested two sets of banners to drive awareness of the branded sweepstakes: broad-reach media and contextual placements, which targeted general grocery shoppers; and behavioral targeting placements, which were served to brand loyalists, throughout the site.



Food Results

Shoppers who saw this campaign were

**4% more likely
to purchase the
brand products**

than shoppers who had not seen the media.¹



**18.3MM+
branded impressions**